

## THE FACTORS INFLUENCEING THE INNOVATIVE WOMEN ENTREPRENEURIAL LEADERSHIP ROLE IN THE FOOD AND FOOD PROCESSING INDUSTRY IN MSME's

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### ABSTRACT

*The aim of this present study has tried to find out the motives which influencing the innovative women entrepreneurial role in the food and food processing industry. It is widely known that the knowledge and intellectual skills of the women entrepreneurs helps to innovates food product and services by transforming the traditional values of food product in to a marketable products. The efficient distribution and marketing entrepreneurial strategies ensure customer satisfaction and create more innovative women entrepreneurial leaders in the Indian economy. The result of factor analysis of the study shown that the factors namely entrepreneurial innovative idea generation attitude, screening techniques, individual entrepreneurial strategies, entrepreneurial networks influencing the women entrepreneurs to move in to the food and food processing industry and operating it with novelty.*

**KEYWORDS:** Innovative Business, Entrepreneurial Innovative Idea Generation, Screening Techniques, Individual Entrepreneurial Strategies & Entrepreneurial Networks

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### 1. INTRODUCTION

The inherent women entrepreneurial talent in food products production, empower the women entrepreneurs as an innovative entrepreneurial leader in food and food processing industry. The entrepreneurial successes necessitate the skill development training and entrepreneurial education in the field of food processing to maintain their quality and standards. The changing socio-economic business environment necessitate the entrepreneurial knowledge in adopting innovative ideas in maintaining standards of nutrients, low in calories, high in proteins, vitamins, minerals by focusing health conscious people. The screening techniques were used by testing the samples and getting the certification to go for capital investment.

The technical analysis helps to identify and develop a new product features by mixing and cooking all the ingredients and maintaining the taste, aroma and preservation level of the product. The Individual entrepreneurial strategies helps to identify the business opportunity by analyzing the consumer response, selecting the of distribution channel in commercialization of product expand the market demand and profitability of the project. The development of the innovative product with additional features develop the product line and transform the women in to an entrepreneurial leader in the food processing industry.

## 2. REVIEW OF LITERATURE

The entrepreneurial interest in innovative business practices are reduced, which shows that they are limiting their boundaries of operation.. The entrepreneurial success is a mere dream by adopting obsolete technological product and the expansion of the business model is a complex task.(Silvana Trimi and Jasmina Berbegal Mirabent. 2012). The Global Innovation Index (GII) provides an environment which evaluate the innovative factors of input and output Sub-Index and policies to assess relative positions and to improve national innovation policies and program. A national knowledge commission of India reveals that 42% of large firms and 17% of MSME's in innovation(Innovation Readiness of Indian SMEs Issues and challenges FICCI. MSMEs summit 2012). To launch newer mechanisms for promoting Technology Business Incubators (TBIs) and science-led entrepreneurship provide incentives for commercialization of innovations with focus on green manufacturing (Science, Technology and Innovation Policy 2013). Women scientist scheme-B invite proposal from the women who had a break up in the career by encouraging in the field of agriculture and allied science, health, food and nutrition (HFN), Engineering and Technology Development (ETD). (Knowledge Involvement in Research Advancement through Nurturing, Department of Science & Technology). The entrepreneurial training promote R&D by engaging in new idea generation by giving training to the manpower will strengthen the innovative capacity [National Science & Technology Entrepreneurship Development Board (NSTEDB)]. So the problem of obsolete technology, inadequate skilled human resource, government regulatory procedures like slow processing of patent applications, low level of collaboration between MSME's and Government R&D Institutions want to develop the innovative capacity of the firm (Yogesh sumam. *et al* 2014)

The MSME's have been contributing 7.62% growth rate in the year 2015-16 and GDP Share of MSME's is 28.77% and 20.37% of the enterprises are owned by female entrepreneurs. In Tamil Nadu 10.37% of state share in MSMEs owned by women, under Prime Ministers Employment Generation Programme (PMEGP)there are 116447 projects are assisted to women entrepreneurs from 2008 to 2017. The agro based & food processing industry (ABFPI) deals with pulses & cereals processing industry, Gur & Khandsari Industry, Palmgur Industry, Fruit & Vegetable Processing Industry, Village oil Industry are promoted.(Annual Report of MSME's 2017-18). The changing business environment makes the entrepreneurs in MSME's to use new technology to reduce cost of production and also involved in operational activities by providing employment opportunities to achieve economic growth. (Nomita sharma.2017).

## 3. OBJECTIVES OF THE STUDY

This research paper aims to find out the factors which influence the innovative women entrepreneurial leadership role in the food and food processing industry in MSME's.

## 4. RESEARCH METHODOLOGY

The primary data has been collected from the women entrepreneurs who are involved in the food and food processing industry in MSME's. The questionnaire were framed and collected the response from the known sources of women entrepreneurs, who are manufacturing bread, wafer biscuits, ready to serve curried vegetables, canned rosogolla, noodles, potato and banana wafers, protein rich millet biscuits and millet balls, squashes and syrups, pickle, papad making, groundnut bar, mustard and rapeseed oil manufacturing, processed millet and spices. To avoid the misinterpretation, the 20 respondents were selected for the pilot study and the necessary modification was made to reconstruct the questionnaire for the final research. There are 18 research statements were used to find out the factors influencing the women entrepreneurs

innovative role in food and food processing industry. Likert five point scale was used to know how far they are agreeing to the statement (Strongly Agree-5 and Strongly Disagree-1). The convenience sampling design has been adopted. The total 50 responses were collected for the final research. Factor analysis was used to reduce the dimensions of the variable. The data has been collected during the period from June 2019 to August 2019. The research was restricted only to food products producing by the women entrepreneurs, who belong to Puzhal, Minjur, Sholavaram block, of Tiruvallur district in Tamil Nadu.

## 5. RESULT OF THE RESEARCH

**Table 5.1: Demographic Variables of Women Entrepreneurs in Food and Food Processing Industry in MSME's**

Sl. No	Parameters	Category	Frequency	Percent
1	AGE	Up to 21- 30 years	5	10
		31-40 years	25	50
		41-50 years	15	30
		Above 50 years	5	10
	<b>Total</b>		<b>50</b>	<b>100</b>
2.	Educational qualification	Less than 10 <sup>th</sup> standard	5	10
		10 <sup>th</sup> standard	5	10
		12 <sup>th</sup> standard	26	52
		Degree	14	28
	<b>Total</b>		<b>50</b>	<b>100</b>
3.	Marital Status	Married	34	68
		Unmarried	3	6
		Divorce	2	4
		Widow	11	22
	<b>Total</b>		<b>50</b>	<b>100</b>
4.	Religion	Hindu	36	72
		Christian	14	28
		Muslim	0	0
			50	100

**Source:** Primary Data

From the above table no.5.1 shows that the majority 52% of the women entrepreneurs are higher secondary education qualified followed by graduates 28%. The results also shows that 50% of the women entrepreneurs were between the age group of 31-40 years. The most of the 68% of the women entrepreneurs are married and 72% of them were belong to Hindu Religion.

**Table 5.2: Enterprise Innovation variables of Women Entrepreneurs in Food and Food Processing Industry in MSME's**

Sl. No	Parameters	Category	Frequency	Percent
1.	Involvement in food production Produce Product	Below 5years	6	12
	Products	6-10 years	21	42
		11-15 years	14	28
		Above 15 years	9	18
			50	100
2.	Investment Size			
		Micro	38	76
		Small	8	16

		Medium	4	8
	<b>Total</b>		<b>50</b>	<b>100</b>
3.	Business Idea Generation			
	Generation	Personal	3	6
		Work	6	12
		Success of	30	60
		Information	11	22
	<b>Total</b>		<b>50</b>	<b>100</b>
4.	Entrepreneurial Training			
	Training	Training availed	44	88
		Training not	6	12
	<b>Total</b>		<b>50</b>	<b>100</b>
5.	Product Developed			
		One variety of	5	10
		Two variety of	21	42
		Above three	24	48
	<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary Data

The above table 5.2 reveals that the 42% of the majority women entrepreneurs are involving in the food production for above 6 to 10 years and 76% of them were micro women entrepreneurs. The 60% of the women entrepreneurs are induced by the entrepreneurial success of the other women entrepreneurs to generate new business idea. The 88% of them were availed training in food production and most of them were having above three variety of the product.

### 5.1 Factors Influencing the Innovative Women Entrepreneurial Leadership Role in the Food and Food Processing Industry in MSME's

The adequacy of the data is evaluated on the basis of the results of Kaiser-Meyer-Olkin(KMO) measures of sampling adequacy and Bartlett's test of sphericity. The KMO measure of sampling adequacy is 0.842 which shows that the present data are suitable for factor analysis. It shows, Bartlett's of sphericity is significant ( $p < 0.001$ ) which indicates sufficient correlation exists between the attributes to proceed with the analysis.

**Table 5.3: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.842
Bartlett's Test of Sphericity	Approx. Chi-Square	804.773
	Df	153
	Sig.	.000

Source: Computed data

**Table 5.4: Total Variance Explained**

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.661	48.118	48.118	7.793	43.294	43.294
2	1.930	10.724	58.842	2.062	11.454	54.748
3	1.410	7.833	66.676	1.978	10.991	65.739
4	1.227	6.815	73.491	1.395	7.752	73.491

Extraction Method: Principal Component Analysis.

Source: Computed data

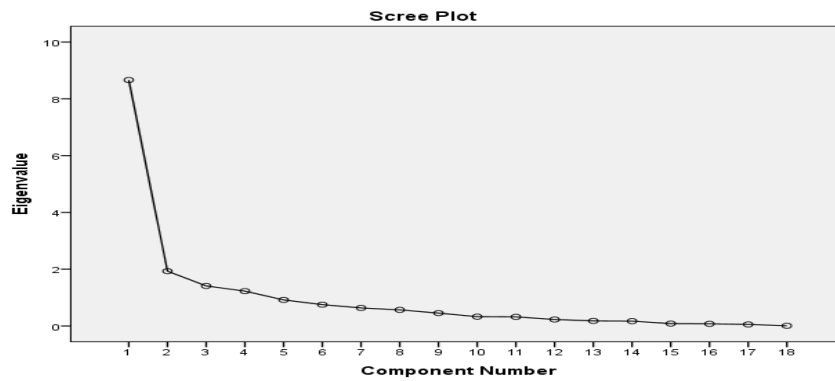


Chart No 1

**Table 5.5: Rotated Component Matrix Innovation variables of Women Entrepreneurs in Food Products**

Particulars of Component	1	2	3	4
<b>Factor I</b>				
Entrepreneurial Innovative Idea Generation				
Inborn Interest	.943			
Innovative Business Idea	.938			
Preference to Taste and Nurtriance Value	.927			
Profitability	.885			
Entrepreneurial Education and Training	.872			
New Product line	.863			
Maintaining quality and standards	.849			
Producing Healthy Food Products	.821			
Screening of Idea	.793			
Compensating the quality for taste	-.603			
<b>Factor II</b>				
Screening Techniques				
Business Opportunity		.867		
Reduction in cost of production		.752		
<b>Factor III</b>				
Individual Entrepreneurial Strategies				
Focus on healthy food products			.804	
Easily tested and certified			-.625	
Sample survey			.569	
Availed Subside			.425	
<b>Factor IV</b>				
Entrepreneurial Networks				
More orders Received from direct & online networks				-.750
Need Consultancy Service for Marketing				.723

Extraction Method: Principal Component Analysis. / Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup> / a. Rotation converged in 9 iterations.

The above table 5.4 and 5.5 illustrates that the major four components which played a significant role to influence the women entrepreneur to involving in food and food processing industry to become an women entrepreneurial leader for their sustainable development. The first factor is the most important factor explaining 43% out of total variance. In total ten statements load on this factor. Highest loading is for the statement of inborn interest (0.943), Innovative business idea

(0.938), Preference to Taste and Nurtriance Value (0.927), Profitability (0.885), Entrepreneurial Education and Training (.872), New Product line (.863), Maintaining quality and standards(.849), Producing Healthy Food Products (.821), Screening of Idea(.793), Compensating the quality for taste(-.603). It is named as entrepreneurial innovative idea generation. The second factor explains 11% out of total variance, which comprises two statements, business opportunity (0.867), Reduction in cost of production(0.752). It is named as Screening Techniques. The third factor explains 10 % out of total variance, which comprises four statement, focus on healthy food products (0.804), easily tested and certified (-.625), Sample survey(.569)and availed subside (.425). It is named as individual entrepreneurial strategies. The fourth factors shows 7 % out of total variance, it has two statements one is more orders received from direct & online networks(-.750), Need Consultancy Service for Marketing (0.723). It is named as entrepreneurial networks.

## 6 CONCLUSIONS

Innovative women entrepreneurial leaders capture the business opportunity, by screening their business idea and testing the new product with their entrepreneurial strategies. The government support in innovation and marketing network create a business in to a growth oriented business in MSME's. The inborn interest in food production lead them to move far a different variety of product to carry out their research in food production. The knowledge about the consumer taste and preference is helpful to understanding the scope of the product in the business environment to become a potential women entrepreneurial leader.

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